QUICK CHEK HEQTRS

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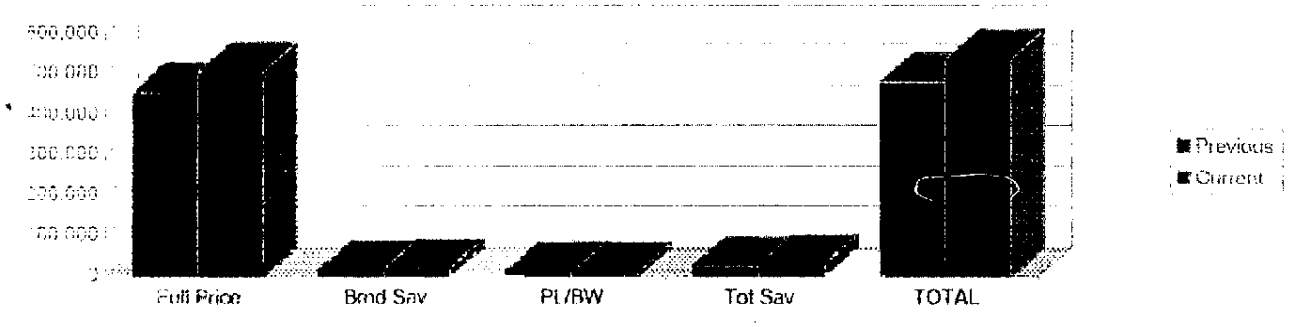
Previous (AIM Period 1): 04/01/97-06/30/97 – 91 Days – 99 Stores

Incl. Promoted Volume

	Full Price		Branded Savings		PL/BW		Total Savings		Overall	
	Previous	Current	Previous	Current	Previous	Current	Previous	Current	Previous	Current
AJR	47,375	57,935	5,073	7,385	10,010	10,071	15,083	17,456	62,458	75,391
PM	316,047	349,003	5,460	8,408	0	0	5,460	8,408	321,507	358,367
SAT	23,524	30,822	3,672	1,628	0	0	3,672	1,628	33,376	35,450
SOR	61,316	66,389	505	1	0	0	505	1	61,821	66,390
T&M	2,337	1,690	0	0	0	0	0	0	2,337	1,690
Other	0	0	2	0	0	0	2	0	2	0
TOTAL	456,599	506,999	14,892	20,418	10,010	10,071	24,902	30,489	481,501	537,488

Volume by Price Tier



	Previous		Current		Variance		
	Cartons	Share	Cartons	Share	Cartons	Share	
Full Price	456,599	94.83%	506,999	94.33%	50,400	0.50%	
Brnd Sav	14,892	3.09%	20,418	3.80%	5,526	0.71%	
PL/BW	10,010	2.08%	10,071	1.87%	61	-0.21%	
Tot Sav	24,902	5.17%	30,489	5.67%	5,587	0.50%	Tot Var Vol %
TOTAL	481,501		537,488		55,987		11.6%

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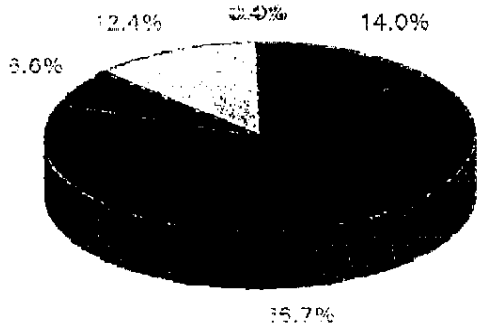
Source: https://www.industrydocuments.ucsf.edu/docs/hpky0000

QUICK CHEK HEQTRS

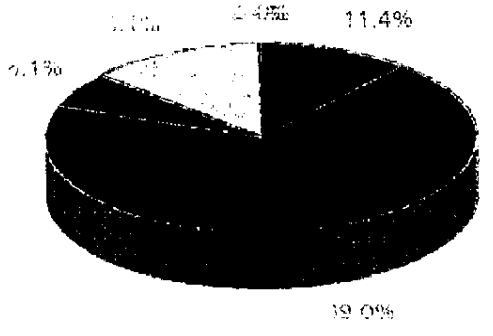
Incl. Promoted Volume

Previous	04/01/97-06/30/97
Current	04/01/98-06/30/98



Industry Carton Volume

	Previous	Current	Variance
RJR	62,458	75,391	12,933
PM	321,507	358,367	36,860
BAT	33,376	35,450	2,074
LOR	61,821	66,390	4,569
L&M	2,337	1,890	-447
Other	2	0	-2
Industry	481,501	537,488	55,987
			+ 11.6%



Full Price Carton Volume

	Previous	Current	Variance
RJR	47,375	57,935	10,560
PM	316,047	349,963	33,916
BAT	29,524	30,822	1,298
LOR	61,316	66,389	5,073
L&M	2,337	1,890	-447
Other	0	0	0
Full Price	456,599	506,999	50,400
			+ 11.0%

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Source: https://www.industrydocuments.ucsf.edu/docs/hpky0000

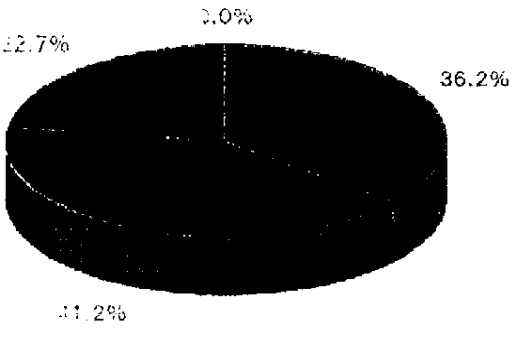
QUICK CHEK HEOTRS

Incl. Promoted Volume

Previous	04/01/97-06/30/97
Current	04/01/98-06/30/98

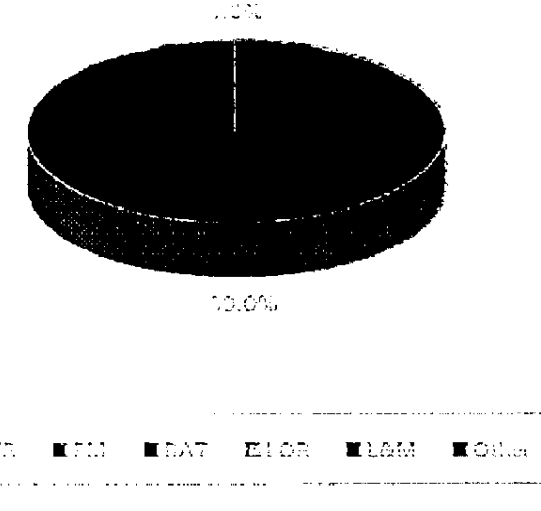
Branded Savings Carton Volume

	Previous	Current	Variance
RJR	5,073	7,385	2,312
PM	5,460	8,404	2,944
BAT	3,852	4,628	776
LOR	505	1	-504
L&M	0	0	0
Other	2	0	-2
Brnd Sav	14,892	20,418	5,526
			+ 37.1%



BW Carton Volume

	Previous	Current	Variance
RJR	10,010	10,071	61
PM	0	0	0
BAT	0	0	0
LOR	0	0	0
L&M	0	0	0
Other	0	0	0
BW/PL	10,010	10,071	61
			+ .6%



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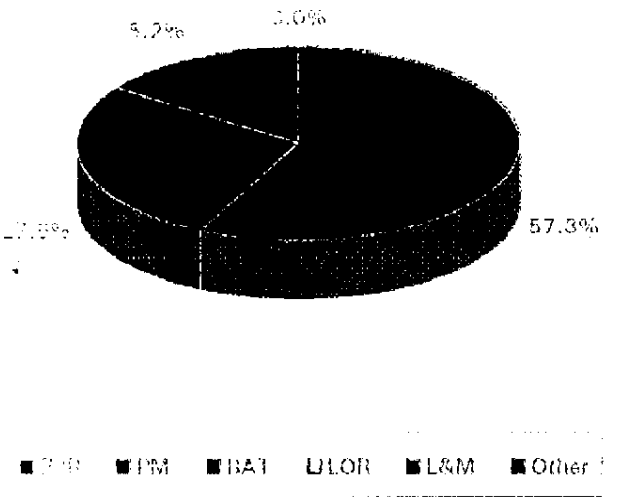
Source: https://www.industrydocuments.ucsf.edu/docs/hpky0000

QUICK CHEK HEQTRS

Incl. Promoted Volume

Previous	04/01/97-06/30/97
Current	04/01/98-06/30/98



Total Savings Carton Volume

	Previous	Current	Variance
RJR	15,083	17,456	2,373
PM	5,460	8,404	2,944
BAT	3,852	4,628	776
LOR	505	1	-504
L&M	0	0	0
Other	2	0	-2
Savings	24,902	30,489	5,587
			+ 22.4%

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Source: https://www.industrydocuments.ucsf.edu/docs/hpky0000

Previous (AIM Period 1): 04/01/97-06/30/97 = 91 Days, 89 Store(s)
Current (AIM Period 2): 04/01/98 06/20/98 = 91 Days, 100 Store(s)

Promoted Volume Only

	Full Price		Branded Savings		PL/BW		Total Savings Promo		Overall Promo	
	Previous	Current	Previous	Current	Previous	Current	Previous	Current	Previous	Current
RJR	402	5,128	5	1,243	0	0	5	1,243	407	6,377
PM	6,397	34,634	0	2,184	0	0	0	2,184	6,397	36,818
BAT	384	2,118	484	647	0	0	484	647	868	2,765
LOR	0	0	0	0	0	0	0	0	0	0
L&M	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0
TOTAL	7,183	41,880	489	4,080	0	0	489	4,080	7,672	45,960

Avg Weekly Promo Carton Vol Per Store = Previous: 6.0 Current: 38.4 Variance: 1846.1%

Non-Promoted Vs. Promoted Volume - Current

	Previous		Current		Variance		
	Cartons	Share	Cartons	Share	Cartons	Share	
Full Price	7,183	93.63%	41,880	91.12%	34,697	-2.50%	
Brnd Sav	489	6.37%	4,080	8.88%	3,591	2.50%	
PL/BW	0		0		0		
Tot Sav	489	6.37%	4,080	8.88%	3,591	2.50%	Tot Var Vol %
TOTAL	7,672		45,960		38,288		499.1%

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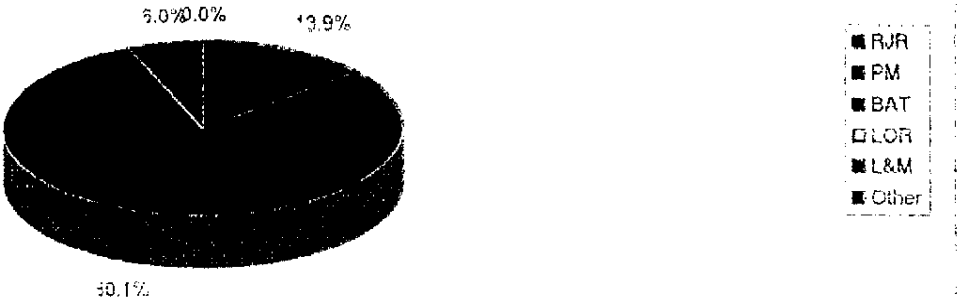
Source: https://www.industrydocuments.ucsf.edu/docs/hpky0000

QUICK CHEK HEQTRS

Promoted Volume Only

Previous	04/01/97-06/30/97
Current	04/01/98-06/30/98

Current Promoted Volume
by Company



Previous Promoted Volume
by Company

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Source: https://www.industrydocuments.ucsf.edu/docs/hpky0000